MANAGEMENT CONCEPTS AND PROCESSES

Course Objective: The objective of the course is to help the students to gain an understanding of the functions and responsibility of the managers which will serve as a foundation for the study of most of the functional areas in the MBA programme.

Unit - I
Approaches to Management – Commodity, Paternalistic, Behavioural, Process, Systems and Contingency.

Unit - II
Planning – Concept, Process, Types and Significance, Types of Plan, Objective Setting: Concept, Types and Process of Setting Objectives; M.B.O.: Concept, Process and Managerial Implications, Decision Making: Concept, Process, Types and Techniques of decision making.

Unit - III

Unit - IV

Unit - V

Note: Cases and Presentation should be discussed and organized in each unit, and cases should be asked in the semester examinations.

Suggested Reading:
1. Kotter O'Donnel & Wielirich: Elements of Management
2. Newmann & Summer: Process of Management
3. R.D.Agrawal: Organisation and Management
4. Peter Drucker: Practice of Management
5. L.M.Prasad: Principle of Management
BUSINESS COMMUNICATION AND RESEARCH METHODOLOGY

MPT 102

Course Objective: The main objective of this course is to provide the students application and the use of the concepts and tools of business communication and research; make them able in convincing presentation and to analyze real world business situation effective managerial decision making.

Unit - I
Oral Communication Skills – Concept and process of communication, Oral Communication Skills, Listening and Feedback skills, Effective presentation, Meetings, Committee Conferences, Public Speech, Interviews, Basic Negotiation skills.

Unit - II

Unit - III
Report Writing – Structure and Style.

Unit - IV

Unit - V
Data Management and Marketing Research – Methods of Primary and Secondary collection, Techniques of data analysis.

Marketing Research: Importance, Types (Customer, Competitive, Product, Market, Financial) Analysis, Advertising and Motivational.

Note: Cases and Presentation should be discussed and organized in each unit, and should be asked in the semester examinations.

Suggested Reading:
1. Raymond V. Leskai & John D. Pelise
2. CBS Course Material
3. R.C. Sharma & Krishna Mohantala
4. Homani Pradhan

: Business Communication – Theory and Applications
: Business Communication Skill
: Business corresponding and Report Writing
: Business Communication
MANAGEMENT ACCOUNTING

Course Objective: The main objective of this course is to provide the student an understanding of the basic concepts of accounting as it may seem as an introduction and interpretation tools.

Unit - I

Unit - II
Accounting and Major Cost Concepts – Concepts and classification of cost, Methods and Techniques of Costing, Managerial Costing and Break even Analysis, Standard Costing and Various Analysis – Computation of Material and Labour Variance only.

Unit - III

Unit - IV
Statement of Change in Financial Statement –
Cash Flow Analysis – Comparison between fund flow statement and cash flow statement, Significance and time taken of cash flow statement, Preparation of cash flow statement.

Format of Companies Balance sheet – (No Numerical Questions).

Unit - V
Budgeting and Budgetary Control – Meaning Objective and Characteristics of Budgetary Control, Advantages and Limitation of Budgetary Control, Preparation of Base Budget, Performance Budgeting, Concept of Management Audit and Responsibility Accounting.

Suggested Reading:
1. Robert Anthony : Management Accounting.
2. Khan & Jain : Management Accounting.
8. G.M.Pundey : Management Accounting.
MANAGERIAL ECONOMICS

Course Objective: The Objective of this course is to provide the students an application and
the use of the concepts and tools of economic analysis in relation to managerial decisions
making and to enable them to understand the economics governing industry & business.

Unit - I
Introduction - Meaning, scope & Significance of Managerial Economics. Five Fundamental
Concepts: The Incremental Concepts, Time Perspective Concept, The Opportunity Concepts,
Time perspective concept, The Opportunity Cost Concepts, Discounting Principle, Equi
Marginal Concepts, Role & Responsibility of Managerial Economist.

Unit - II
Consumer Behaviour Theory -
Diminishing Marginal Utility, Indifference Curve: Meaning & Characteristics of Indifference
Curve, Consumer Equilibrium, Budget Line, Consumer Surplus.

Demand Analysis: Law of Demand, Factors affecting Demand, Elasticity Of
Demand & Demand Forecasting.

Unit - III
Production and Cost Analysis - Production Function with One Variable Input or Law Of
Variable Proportion, Production Function with Two Variable Input or Isoquant Production
Function with All Variable Input or Return to Scale. Law of Supply Factors Affecting

Unit - IV
Market Structure and Pricing - Different Market Structures, Price & Output Determination
Under Perfect Competition, Under Monopoly, Under Monopolistic Competition, Under

Unit - V
Profit Management - Nature & Concept of Profit Measurement, Profit Concept of Risk
& Uncertainty, Risk Uncertainty & Innovation Theories of Profit Planning & Forecasting,
Profit Policies, Business Cycles Causes & Control Theories of Business Cycle given by
Haytay, Keynes & Hicks.

Note: Cases and Presentation should be discussed and organized in each unit, and cases
should be asked in the semester examinations.

Suggested Reading:
1. R.L. Varshney
2. P.L. Mehta
3. G.S. Gupta
4. Joel Dean
5. Mote, Paul & Gupta
6. Peterson and Lewis
7. Adhikari
8. Ready, P.N.
9. D.R. Devendra, D.N.
10. R.G.D. Allen
11. Salvatore Dominick
12. H.S. Agarwal
13. M.L. Seth

Managerial Economics,
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Managerial Economics,
Managerial Economics,
Managerial Economics,
Managerial Economics,
Managerial Economics in global Economy,
Micro Economics,
Principles of Economics,